A Geographical View on the Challenges and Problems of Cultural Heritage Tourism in Kancheepuram District, Tamilnadu, India

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ABSTRACT
Tourism has emerged as an economic activity worldwide for the renovation of culture and tradition. The Kancheepuram district is very rich in its culture and traditions where as many cultural Monuments and Sites with art-architecture plays a vital role in tourism development. This paper aims to be to explore the major challenges and problems of Archeological Survey of India Cultural Heritage Sites in Kancheepuram district and to recommend suggestions for Heritage conservation and promotion. A primary questionnaire survey has been conducted to study the challenges and problems of the heritage tourism in the study area. The method of Principal component factor analysis in SPSS is used to analyze the collected data. The robust method of Geographical Information System (GIS) is used to prepare maps for better understanding. From the analysis the 13 variables are reduced into 5 major factors with Eigen values 1.976, 1.569, 1.503, 1.487 and 1.276 that are statistically significant. The 5 major factors also possess significant individual values 15.204, 12.068, 11.563, 11.439 and 9.816 with total cumulative variance 60.089.The major problems faced by tourists during their stay in Kancheepuram region are garbage and beggars. The government should take these parameters with caution to gain the popularity more among the tourists for Kancheepuram region.
KEYWORDS: *Geographical Information System, Heritage Tourism, Heritage sites, Principal Component Analysis, Tourism.*

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I.   INTRODUCTION

In the global phenomena, tourism has emerged as an economic activity in terms of generation of employment, growth of revenue and foreign exchange, promoting environment preservation, rejuvenation of the culture and tradition and thereby facilitating overall development in the modern society (Singhand Turan, 2006). Culture tourism or cultural tourism is the detachment of tourism concerned with a country or regional culture, particularly the way of life of people in a particular geographical area, the culture of the people in terms of art, architecture, religion and other customary elements that help to figure their way of life. The term Cultural tourism defines as "the travel of persons to cultural attracted sites away from their place of residence, with the purpose to collect new information to extend their cultural desires".

The heritage tourism is "centered on what we have inherited, which can mean anything from historical buildings, to beautiful scenery, to art works" (Yale, 1991). It is a cultural individuality to be reflected in the preview of entity, unique and multiple layers of plural son particularly with respect to religion, at least ancient cultural that maintained their tradition and identity. The growth of cultural heritage tourism develops a constructive economic and social impact in the modern society. It has established and reinforced the cultural identity which helps to preserve the cultural heritage enriched sites. The combination of cultural and natural heritage is well reflected in many national inventories. From experts view and economic prospects, it has been projected for the year 2017 that the international tourist arrivals worldwide could grow at the rate of 3 to 4 per cent which reflects continued growth in an increasingly diversified global tourism market. As per as the Tourism Towards 2030 long-term forecast, an average of 3.8 per cent increase projected for the period 2010-2020(UNWTO, 2017). Tourism is not a single component that contain with certain components, basically three major components are transport, locale and accommodation (Bhatia, 1991). The Kancheepuram district is very rich in its culture and traditions where as many cultural Monuments and Sites with art-architecture plays a vital role in tourism development. On the other hand essential contribution on cultural heritage awareness and protection is necessary so this study is important to improve awareness and to preserve our cultural heritage. Therefore, the current research problem is to explore the major challenges and problems of Archeological

Survey of India Cultural Heritage Sites in Kancheepuram district and to recommend suggestions for Heritage conservation and promotion.

II.   STUDY AREA

Kancheepuram district is one of the historic districts lies in the North eastern coast of Tamil Nadu state, India. The district spread over an area of 4,393 Sq.km. It is bordered on the east by Bay of Bengal, whereas on the north by Chennai City and Thiruvallur District, on the west by Vellore and Thiruvannamalai Districts and on the south by Villupuram District and Union territory of Pondicherry.

The latitudinal and longitudinal extent of the district is 11° 00' to 12° 00' North latitudes and 77° 28' to 78° 50' East longitudes. The district has been separated into three revenue divisions and ten taluks comprising of 1,019 revenue villages. For the further development the district is divided into fourteen community development blocks with ten municipalities, twenty four town panchayaths, one cantonment board, and forty census towns. The figure 1 shows the study area map of the region.
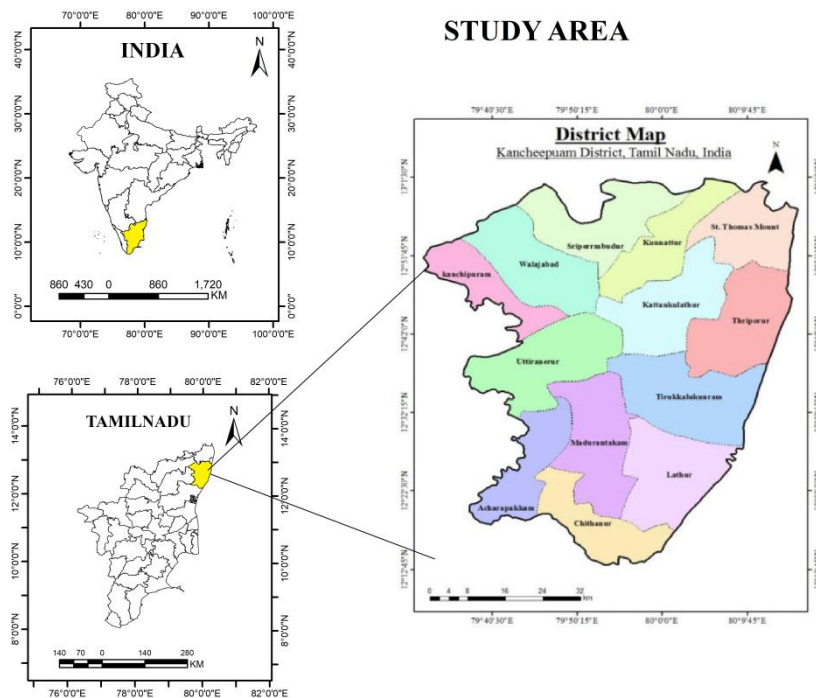

Figure 1: Study area

III.   DATA BASE AND METHODOLOGY

This study has conducted based on a primary questionnaire survey to get information from many people. The total samples collected among the tourists, local residents, Travel agencies and Hoteliers is 462. The questionnaire was distributed randomly and collected the responses. The collected data were coded on master sheets separately. The analysis has been done in Statistical Package for Social Sciences (SPSS). For the better understanding the maps has been prepared in Arc GIS 10.1. In SPSS platform Principal Component Factor Analysis (PCA) has been used to study the impact of tourism in the heritage industry of Kancheepuram District of Tamilnadu.

IV.   RESULTS AND DISCUSSIONS

IV.a. Impact of Tourism in Local Residents

To extract principal factors on impact of tourism in local residents of Kancheepuram District is studied by using the Principal Component Factor Analysis (PCA). The Kaiser-Meyer-Olkin (KMO) has been done to examine the adequacy of sample before Principal Component Factor Analysis. The value of this technique ranges from 0.5 to 1.0 which indicates the suitability of Principal Component Factor Analysis. Below 0.5 indicates that the PCA may not be suitable.

Kaiser-Meyer-Olkin Measure		
Bartlett's Test of Sphericity	Approx. Chi-Square	269.384
	Df	78
	Sig	0.000

Table1: KMO and Bartlett's Test -Consumer Decision Making Styles

From the above table (1.1) of KMO and Bartlett's Test it is found that the sampling adequacy value 0.605 and the Chi-Square value for Bartlett's Test of Sphericity 269.384 are statistically significant at 5 percent level. So the thirteen variables related to impact of tourism are sufficient in representing its concept and the sampling distribution is also normal to explain the characteristic features of the different styles of decision making.

The following Communality table explains the variances of decision making styles of impact of tourism.

Descriptive Statistics						
Sl.No	Impact of Tourism				Communalities	
		Mean	Std. Deviation	Analysis N	Initial	Extraction
1	Tourism improve your life	3.52	1.143	164	1.000	.692
2	Economic development	3.90	1.117	164	1.000	.638
3	Tourism Job	3.54	.974	164	1.000	.684
4	Tourism Business	3.80	1.096	164	1.000	.467
5	Tourism Infrastructures	3.61	1.071	164	1.000	.529
6	Tourism price of products	3.53	1.127	164	1.000	.433
7	Land value of Your Area	3.60	1.186	164	1.000	.528
8	NRIs Contributions	2.90	1.191	164	1.000	.576
9	Social Understands	3.21	1.082	164	1.000	.567
10	Criminal Activities	3.28	1.175	164	1.000	.684
11	Begging	3.27	1.057	164	1.000	.714
12	Noise Pollution	3.10	1.225	164	1.000	.697
13	Air Pollution	3.10	1.314	164	1.000	.603

Table2 :Descriptive Statistics of Result

From the table1. 2 it is found that the variance of the thirteen variables of impact of tourism ranges from 0.433 to 0.714. This implies that the tourism impact varies from 43 percent to 71.4 percent. The upper limit of the variance is statistically significant and the implication of properly segregated predominant factors is expressed in the table below:

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	per cent of Variance	Cumulative per cent	Total	per cent of Variance	Cumulative per cent	Total	per cent of Variance	Cumulative per cent
1	2.257	17.364	17.364	2.257	17.364	17.364	1.976	15.204	15.204
2	1.883	14.488	31.853	1.883	14.488	31.853	1.569	12.068	27.271
3	1.370	10.535	42.388	1.370	10.535	42.388	1.503	11.563	38.834
4	1.293	9.945	52.333	1.293	9.945	52.333	1.487	11.439	50.273
5	1.008	7.756	60.089	1.008	7.756	60.089	1.276	9.816	60.089
6	.826	6.353	66.442						
7	.796	6.122	72.564						
8	.762	5.861	78.425						
9	.731	5.620	84.045						
10	.671	5.159	89.204						

11	.585	4.500	93.703					
12	.440	3.388	97.092					
13	.378	2.908	100.000					
Extraction Method: Principal Component Analysis.								

Table 3: Total Variance of Outcome

From the above table 1.3 it is found that the 13 variables are reduced into 5 major factors with Eigen values 1.976, 1.569, 1.503, 1.487 and 1.276 that are statistically significant. The 5 major factors also possess significant individual values 15.204, 12.068, 11.563, 11.439 and 9.816 with total cumulative variance 60.089. This clearly indicates the very existence of 5 major factors with their respective variable loadings as expressed in the table given below.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Noise Pollution	.822	.126	.063	.015	-.032
Begging	.814	-.203	.100	.025	.004
Air Pollution	.569	.428	-.309	-.014	.032
NRIs Contributions	-.154	.727	-.112	.106	.010
Social Understands	.115	.586	.235	-.260	.295
Tourism price of products	.181	.565	.250	.110	-.079
Tourism Infrastructures	-.026	.028	.719	-.077	.069
Tourism Business	-.016	.006	.563	.382	.058
Land value	.167	.247	.532	.012	-.395
Tourism improve Your life	.085	-.009	-.111	.819	-.043
Economic development	-.094	.133	.303	.673	.258
Tourism Job	-.079	.007	.104	.234	.782
Criminal Activities	.440	.239	-.178	-.255	.580

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Table 4: Rotated Component Matrix

From the Table1.4, it is observed that the first five components play a dominant role in the variations of the score of impact of tourism in the study area. These components contribute to an extent of 60.08 per cent of the variations in the scores of impact of tourism related problems for cultural heritage sites in the study area.
From the table 1.3 observed that the factors explain 15.20 per cent of the variation in the impact related problems for the tourist in the study area. Hence it may be concluded that the impacts consider these aspects are important for the heritage sites. Hence these aspects are given greater importance in tourism impact related activities in Kancheepuram district.
The second factor or component which contributes 12.06 per cent to the impact related problems, such as
- NRI's contribute higher in donations substantially in the development of cultural heritage resources of Kancheepuram,
- Tourist visits lead to better social understanding among the tourists and locals, and
- Increase at destination is depends on the tourism prices of products.
Hence, these important factors would contribute to impact of tourism in the study area.
The third factor or component which contributes 11.56 percent of variations among the all variables of the factor, such as:
- Tourism infrastructure is developed due to the Growth of tourism and
- Increase in tourist inflow has led to better business prospects.
The fourth factor or component which contributes 11.43 per cent of variations among the all variables of the factor:
- Tourism has facilitated to improve the quality of life in your area, and
- Tourist attractions is managed the Kancheepuram district economic development.
The fifth factor or component which contributes 9.81 per cent of variations among the all variables of the factor, these are:

- The development of the tourist activities is improving the better job prospects, and
- Kancheepuram district tourist areas crop with criminal activities.

IV.b Challenges of Tourism Industry

The present research work examined some of the challenges faced by the tourism industry in recent years in Kacheepuram district. It could be observed that these challenges are not stand alone but rather part of a total whole. There is an interaction between variables and factors influencing the development of tourism industry. This could not be treated as separate challenges; the suggestions should provide the complete solution for these cumulative challenges. A correlation analysis has been carried out between factors influencing on the development of tourism industry. From the table 5 , it could be summarized that major challenge of tourism industry is based on age group is absence of a culture of public hygiene and cleanliness with the maximum correlation value of 0.171, followed by lack of guides at the destination spot with the correlation factor of 0.161. The least challenge of tourism industry by age group is unavailability of regular planned tours and road conditions with the correlation value of -0.173 and -0.132 respectively.

Challenges of Tourism Industry	Correlation
Road conditions	-0.132
Absence of Basic amenities	0.116
Lack of Guides at the destination	0.161
Lack of Internationally famous monuments and museums	0.148
Absence of a culture of public hygiene and cleanliness	0.171
Unavailability of regular planned tours	-0.173

Table 5: Correlation Based on Age Group of Local Residents

Challenges of Tourism Industry	Correlation
Road conditions	0.082
Absence of Basic amenities	-0.085
Lack of Guides at the destination	-0.069
Lack of Internationally famous monuments and museums	-0.077
Absence of a culture of public hygiene and cleanliness	-0.034
Unavailability of regular planned tours	0.046

Table 6: Correlation Based on Tourist Sites at Local Residents

From the above table1.6, it could be observed that major challenge of tourism industry based on tourist sites at local residents is road conditions with the maximum correlation value of 0.082, followed by unavailability of regular planned tours with the correlation index of 0.046. The least challenge of tourism industry is absence of a culture of public hygiene and cleanliness and lack of guides at the destination with the correlation value of -0.034 and -0.069 respectively. The above tables, it could be noticed that the correlation index convey that the challenges of tourism industry faced by age group and tourist sites at local residents differ widely. The manner of sighting the problems in tourism spot vary with different age and attitude of respondent.

IV.c. Tourism Attention

Tourism industry has huge potential to develop the economic growth of the country. The basic requirement of tourism growth is various statistical analysis, research model and forecasting model for tourism market. In the present study, the statistically correlation of factors based on age group of local residents has been projected in the table 1.7

Tourism Attention	Correlation
Proper renovation and maintenance of old monuments	-0.132
Creating awareness	0.116

Enrich the visitor's experience	0.161
Feedback from the tourists	0.148
Local communities in tourism projects	0.171
Improve revenue from cultural heritage tourism	-0.173

Table7: Correlation Based on Age Group of Local Residents

From the above table, it could be observed that major attention of tourism industry based on age group is local communities' participation in tourism projects with the maximum correlation value of 0.171, followed by factor is enrich the visitor's experience with the correlation index of 0.161. The least tourism attention could be improving revenue from cultural heritage and proper renovation and maintenance of old monuments with the correlation value of -0.173 and -0.132 respectively.

IV.d. Problem Faced by Tourists in Kancheepuram District

From the table 1.8 it can be concluded that the major problems faced by tourists during their stay in Kancheepuram region are garbage and beggars with respondent's value of 57 and 46 respectively. For the garbage and beggars problem, particularly, Tirukazhukumdram and Kancheepuram region have been ranked as the most problematic region with the number of respondents is 36 and 29 from the total of 213. The Kancheepuram district has very less water pollution problem with the respondents value of 3. The government should take these parameters with caution to gain the popularity more among the tourists for Kancheepuram region. The figure 2 shows the geo reference spatial map of the problems faced by tourists in Kancheepuram.

Sl.No	Centers	Overcrowd	Rowdy	Damage of Local Attraction	Beggars	Garbage	Air pollution	Noise Pollution	Water Pollution	Degradation of Natural Beauty	Total
1	Kancheepuram	4	3	2	14	22	5	4	1	1	56
2	Tirukazhukumdram	6	6	15	11	18	8	8	1	4	77
3	Uthiramerur	1	4	1	8	6	3	3	1	3	30
4	Sriperumbadur	-	2	5	7	5	1	1	-	1	22
5	Tambaram	4	1	1	1	1	-	-	-	2	10
6	Chengalpet	5	-	3	5	5	-	-	-	-	18
	Total	20	16	27	46	57	17	16	3	11	213

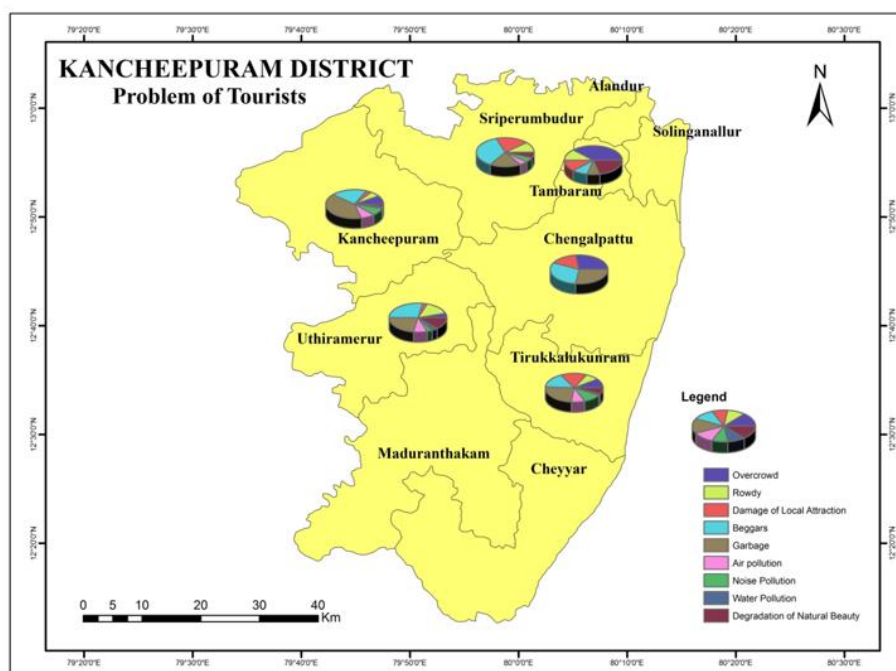**Table8: Problem Faced by Tourists in Kancheepuram District**

Figure 1: Problems of Tourist

V. CONCLUSION

The study concludes that the Kancheepuram district is a well-known place for worship gifted with temples constructed by various Tamil empires, Seashores temples, Beautiful statues, ancient types of architecture buildings and tradition of local communities in terms of food, lifestyles, attitudes, etc. Though the Kancheepuram district attracts the various categories of tourists, the particular spot or place is well-known among the tourists. The main reason for the above trend may be due to the available facilities, access of information available about the spot is comparatively very high than the other spots. The tourists are visiting the same destination more often which could exploit the resources of the region in turns the sustainable development of that region would be fragmented. The reason beyond this scenario would be the mindset of local communities who may not be interested to participate or recommend the historical spot to the government authority. The people of the region with the belief hold the spot that the building or temple was constructed by their own empires which make them to keep that spot under their control. The main problem involved in this attitude is the ancient and historical places are getting damages without the proper maintenance of the place. The state government should get involve to solve this types of local problems associated in the region in order to promote and develop the region in the sustainable manner. The collective participation would help to improve the Kancheepuram district as a hub of tourist spot. These types of planning would strengthen the social and economic indicator of Kancheepuram region.

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